

Washington, DC -- U.S. Representative Michael A. Arcuri (D-Utica) today announced a \$105,000 federal grant through the National Park Service for Cortland Downtown Partnership to operate a marketing campaign for historic downtown Cortland's cultural events.

"These federal funds will help downtown Cortland spread the word about local cultural events and activities, increasing visitors and bringing new business to Cortland's growing downtown,"

Arcuri said

. "Congratulations to the Cortland Downtown Partnership and to everyone who has worked so hard to build up historic downtown Cortland. I will continue to work with Cortland and communities throughout the 24th district to harness federal resources for local development."

The marketing campaign will use Cortland's existing cultural events as a marketing tool focused on visitors interested in cultural and heritage tourism to expand interest in downtown's historic buildings and spaces. Increased visitors to Cortland will provide expanded business opportunity for the family owned retailers and independent restaurants throughout historic downtown.

"Historic Downtown Cortland is the center for commerce and culture in this Central New York community," **said Lloyd Purdy, Director of the Cortland Downtown Partnership.** "Historic Downtown Cortland is proud to host events, festivals and activities that celebrate our community's heritage and culture. Funding from the National Park Service's Preserve America grant program will help us promote great Cortland events and Cortland's historic downtown to a regional audience."

Federal funding will be used to:

- Retain a marketing consultant to help develop a comprehensive and integrated marketing plan.
- Update historic downtown walking tour material for cross promotion with downtown events.
- Develop new marketing material to promote historic resources and cultural programming.

This Preserve America grant was developed by and will be administered by the non profit Cortland Downtown Partnership on behalf of the City of Cortland. This is the second year the city has received funding through the Preserve America Program. In 2007 and 2008, Arcuri wrote letters of support for Cortland's Preserve America grant application.

The Preserve America grant program helps local communities develop sustainable resource management strategies and sound business practices for the continued preservation and use of heritage assets. State Historic Preservation Offices, Tribal Historic Preservation Offices, designated Preserve America Communities, and Certified Local Governments that have applied for Preserve America Community designation are eligible to apply for Preserve America Grants.

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